MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

DFB5014- FUNDAMENTALS OF BUSINESS

(All sections / Groups)

1 JUNE 2019
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 4 pages excluding cover page.
2. For Section A, please shade your answers in OMR sheet provided.
3. For section B, please write your answers in the Answer Booklet provided.

SECTION A: MULTIPLE CHOICE QUESTIONS.

Instruction: Please shade your answer in OMR form provided.

1. _____is the environmental factors such as international trade agreements, economic conditions, and political unrest will have the greatest impact on the businesses.

   A) Global business environment
   B) Economic environment
   C) Domestic business environment
   D) Technological environment

2. Which of the following refer to the individual beliefs about what is right and wrong or good and bad?

   A) Motivators.
   B) Rules.
   C) Cultures.
   D) Ethics.

3. _____ is the process of seeking business opportunities under conditions of risk.

   A) Investment
   B) Entrepreneurship
   C) Leadership
   D) Diversification

4. Which of the following is the name for the economic value of all of the products that a country exports minus the economic value of its imports?

   A) Balance of foreign payments.
   B) Balance of domestic payments.
   C) Balance of trade.
   D) Balance sheet.

5. Which of the following is the name for the overall flow of money into or out of a country?

   A) Exchange rate.
   B) Trade of balance.
   C) Balance of payments.
   D) Balance of exchange.

6. Which of the following refers to people who will analyse company's competitive environments and manage the operations?

   A) Stockholders.
   B) Managers.
   C) Regulators.
   D) Agents.

7. Which of the management function involves determining what the organisation needs to do and how best to get it done?

   A) Organising.
   B) Planning.
   C) Controlling.
   D) Processing.

8. _____ refers to people who are self-aware, able to manage their emotions, and motivate others.

   A) Attitude
   B) Emotional intelligence
   C) Negative emotionality
   D) Social skills.

Continued...

9. Which of the following best represent the personality attributes of someone who is considered to be an extrovert?

A) Forgiving, understanding, and good natured.
B) Organised, systematics, and self-disciplined.
C) Calm, resilient, and secure.
D) Sociable, assertive, and open to new relationship.

10. What is the purpose of a skills inventory?

A) To plan and identify people for transfer or promotion.
B) To list key managerial positions.
C) To describe the specifications for a job.
D) To assess trends in previous human resource usage.

11. Which of the following outlines the duties of a job, its working conditions, and the tools, materials, and equipment used to perform it?

A) Job advertisement.
B) Job specification.
C) Job description.
D) Job analysis.

12. Which of the following occurs between similar products and is based on buyers' perceptions of the benefits of products offered by particular companies?

A) International competition.
B) Substitute competition.
C) Brand competition.
D) Quality competition.

13. _____ refers to the raw materials used to produce other products.

A) Substitute products
B) Industrial goods.
C) Consumer goods.
D) Marketing goods.

14. What type of cost involve in choosing a distribution network?

A) Channel conflict.
B) Market coverage.
C) Online retailing.
D) Retail coverage.

15. Which of the following parties involve in distributing goods from sellers to customers?

A) Intermediaries.
B) Sales agent.
C) Wholesaler.
D) Retailers.

16. Which of the following terms refers to the examination of a company's accounting system to determine whether its financial reports fairly represent its operations?

A) Company analysis.
B) Portfolio analysis.
C) Audit.
D) Investigation.

Continued...

17. Which are the two major fields of accounting?

A) Managerial and forensic.
B) Financial and managerial.
C) Corporate and individual .
D) Public and private.

18. What is a stock's market value?

A) The current price of a share in stock market.
B) The average price of a share in stock market.
C) The face value of a share in stock market.
D) The price of the stock plus the previous year's dividend.

19. Which of the following statement refers investing in a company that has strong financial and well established in business?

A) Buying of mutual funds.
B) Buying of blue-chip stocks.
C) Dividend reinvestment.
D) Buying less risky stocks.

20. Which of the following term refers to the investment method in bundling of stocks, bonds, and other securities?

A) Exchange rate.
B) Mutual funds.
C) Commodities.
D) Dividends.

TOTAL: 20 MARKS

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SECTION B: STRUCTURE QUESTIONS

Instruction: Please write your answer in the answer booklet provided.

QUESTION 1

a) Explain the **SIX (6)** counterproductive work behaviours that will harm an organisation. (12 marks)

b) Provide any **FOUR (4)** differences between Theory X and Y. (8 marks)

[Total 20 Marks]

QUESTION 2

a) Describe briefly any **SEVEN (7)** impacts of information technology in business environment. (14 marks)

b) Explain the **THREE (3)** methods of protection used in Information Technology.

(6 marks)

[Total 20 Marks]

QUESTION 3

a) Describe the **FIVE (5)** external marketing environment in business. (10 marks)

b) Explain the **FIVE (5)** variables in market segmentations. (10 marks)

[Total 20 Marks]

QUESTION 4

a) Explain the **FIVE (5)** types of people who use accounting information in business. (10 marks)

b) Describe any **FIVE (5)** components in an income statement. (10 marks)

[Total 20 Marks]

TOTAL: 80 MARKS

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